



TWO MINUTE DRILL | 2025





## ABOUT US

As one of the largest full-contents specialists in the restoration industry, FRSTeam has a track record of success over the last 37 years. Our close-knit community of franchisees are committed to restoring contents. We assist our customers with getting their lives and businesses back on track; quickly and efficiently with much care and concern. FRSTeam has over 50 locations and assisted over 250,000 customers with restoring those items they care about most: their personal belongings. We pride ourselves in handling every claim with our vision statement at the forefront "To exemplify heartfelt care and concern for our communities by providing innovative products and services that help support and restore the lives of those we serve.

FRSTeam works closely with insurance companies and offers a robust business model focusing on both Commercial and Residential properties.

FRSTeam's business model boasts an extensive training program, strong gross profit margins, and multiple revenue stream opportunities. This makes our business an attractive franchise for entrepreneurs, restoration companies or dry cleaners seeking a recession and pandemic resistant industry with the option for diversification. Offering a low initial investment and the backing of world-class franchise support, now is the time to take the first step toward becoming a proud FRSTeam owner.

### CONTACT INFORMATION FOR LEAD REFERRALS & TERRITORY CHECKS



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Empower Brands Franchising, LLC | Alpharetta, GA 30009

## BUSINESS BASICS

### INDUSTRY

FRSTeam (Residential | Commercial)  
Restoration Services

### YEAR FOUNDED

1988

### FRANCHISE SINCE

2006

### FRANCHISE UNITS OPEN

40

### CORPORATE UNITS

6

### FRANCHISEES

34

### FRANCHISE FEE

\$65K small market,  
\$75K large market

### REQUIRED LIQUID CAPITAL

\$50,000 - \$100,000

### TOTAL INVESTMENT RANGE

\$44,375 - \$411,000

### AVERAGE NUMBER OF EMPLOYEES

18

### AVAILABLE IN CANADA

Yes

### RESALE ASSISTANCE

Yes

### VETERAN FRAN DISCOUNT

15% Off IFF (for qualified individuals)

### ROYALTY

6% Sales Royalty + 2% National Marketing Fund

### HOME-BASED

No

### SBA REGISTRY

Yes

### IN-HOUSE FINANCING

No

### GROUP HEALTH INSURANCE

No

### INDUSTRY SIZE

Over \$26 Billion (On-track to double by 2026)

### BUYER MOTIVES

- Individual Seeking Business Ownership with Proven Concept & High Level of Support & Training
- Recession Resistant
- High Gross Profit Margins
- Results-Oriented
- Low Start-up Costs
- Multiple Revenue Streams

### APPROVED REGISTRATION STATES

CA, IL, IN, MD, MI, NY, ND, RI, SD, VA, WA, WI, MN, HI

### PENDING REGISTRATION STATES

MN, HI





## KEY BUSINESS FEATURES

**The FRSTeam opportunity offers a 37-year proven success record with one of the most reputable franchise companies in the business.**

- High-Profit Margins (Defined in the Item 19 Earnings Claim)
- Business-to-Client (Residential) AND Business-to-Business (Commercial) Marketing Models
- Unlimited Growth Potential – Scalability
- Modest Start-Up Costs
- Recession and Pandemic Resistant Industry
- Standard Territory Initial Investment Range
- “Territory” Consists of a Large, Protected Geographic Area
- Low Initial Investment | Low Start-Up Capital (initial inventory, tools and equipment, software, and launch marketing for the first year)
- Multiple Revenue Streams- Textiles, Electronics, Hard Contents
- No Restoration Experience Necessary

## QUICK START-UP | ONBOARDING

Each new Franchisee also has an Onboarding Team to help guide them from signing through operational start ensuring the fastest turn-around possible. In general, our goal is to always have new Franchisees ready to start their business within one (1) month of training graduation, or sooner. FRSTEAM Training consists of the following:

- **Hard Contents Services**
- **On the Job Field Training**
- **Fabric Restoration Services**
- **Electronics Restoration Services**
- **Pricing & Usage of the Proprietary Pricing**
- **Software**
- **Information Technology Training Sessions**
- **Accounting Systems**
- **In-Person Sales & Operations Sessions**

All new franchisees receive a Launch Call with the FRSTEAM Operations Team and have an Onboarding Team to help guide them from signing through training, ensuring the fastest turn-around possible.

## EXPERIENCED SUPPORT STAFF & FRANCHISOR SUPPORT

At Empower Brands, you can count on unparalleled support from a smart, enthusiastic, and engaged support staff. Our team prides itself on the success and satisfaction of our franchisees. We are fortunate to have members of the support team that have come from being franchisees themselves, so they have come with a great understanding of what it is like to be out in the field.

Empower Brands proudly offers a strong, experienced support team to assist our franchisees in all aspects of the business. Each franchisee will have the below representatives supporting them every step of the way:

- **Franchise Business Coordinator**
- **Accounting Coordinator Available**
- **Onboarding Coordinator**
- **Brand Marketing Specialist (Outbound Marketing)**
- **Digital Marketing Specialists (Inbound Marketing Team)**
- **Graphic & Creative Designers**
- **Information Technology Support Team**
- **Comprehensive Online Operations & Sales Training**
- **Field Operations Specialists**
- **Comprehensive Training Program (Headquarters)**
- **Ongoing Operations and Sales Training and Support**
- **FRSTEAM Annual Regional Meeting**
- **Pre-training Checklists & Post-training Field Visits**
- **FRSTEAM Annual Meeting (February w/ Empower)**
- **Empower Brands Annual Meeting (February)**



## ITEM 19 EARNINGS CLAIM

### AVG REVENUE

\$2,883,348

### AVG GROSS PROFIT MARGIN

\$1,865,888 (64.4%)

### GROSS REVENUE LESS DISCLOSED COSTS

\$384,411 (13.3%)

## TERRITORIAL PROTECTION & DESCRIPTION OF TERRITORY

The FRSTeam franchise agreement grants franchisees the right to operate the franchised business within a Protected Geographic Territory. This exclusive territory is delineated by zip codes. The size of the territory depends on density, zip codes, counties, median household income, and economic development.

**WE STILL HAVE OPENINGS IN MANY MARKETS THROUGHOUT NORTH AMERICA AND CANADA**  
Check with your FRSTeam contact for location availability.

## COMPETITIVE ADVANTAGE

Our demand for quality leads has allowed us to contract directly with most of the largest property insurance companies. Our FRSTeam offices across the country have the benefit of national account work while building their local brand and relationships. We have spent over 30 years earning a reputation for uncompromising quality,

professionalism, unparalleled service, knowledge, and the best people in the industry. We are the leader in the textile restoration category and full contents restoration is all we do. We provide contents restoration solutions for homeowners, insurance carriers and restoration contractors in both residential and commercial settings.



## WHO ARE WE LOOKING FOR?

### DESIRED BACKGROUND OF PROSPECTS & THE IDEAL CANDIDATE

The desired FRSTeam candidate would ideally be highly client service-oriented and enjoy helping people during a time of need. They are independent thinkers who are still capable of following a proven sales and business model and understand the need to be active in their day-to-day operations. They have an outgoing personality, enjoy managing a team, are quick on their feet, strong at building relationships and networking with a history of professional success. They are financially qualified and have a strong will and drive to succeed. No restoration experience is necessary.

### FUNCTIONS & DETAILS OF OWNERSHIP

The owner typically works in the FRSTeam facility overseeing all day-to-day operations. Hours can vary as the restoration industry is 24/7/365.

A FRSTeam business typically begins with the Owner, Sales Representative, Job Coordinator and Account Manager. The employee base grows with the business. The average number of FRSTeam employees in a single location is 18 full-time staff members.



## SELLING POINTS

The secret is not to provide too much information about FRSTEAM but to educate the candidate on the business side of the franchise. Provided to the right is a short script for sharing the top selling points with your candidates as well as potential “concerns” a candidate may have. >>

### HIGHLIGHTS

- Low Investment & High Profit Margin
- Recession Resistant Industry
- National Insurance Contracts Already in Place
- Rewarding Results
- One of the most In-demand Industries
- FRSTeam Franchisor Training & Support
- Multiple Revenue Opportunities- Textiles, Electronics, Hard Contents, Total Loss Inventory

*“I’d like to tell you about a franchise opportunity you most likely wouldn’t find on your own. This business consists of a close-knit community of hand- chosen professionals committed to restoring personal items. They help families and businesses get back on track after a property loss. It’s recession and pandemic resistant, has low-cost start-up fees, high margin opportunities with multiple revenue streams. Do yourself a favor and include FRSTEAM in your discovery process and we will discuss them during our next call. You’ll be glad you did!”*

FRSTeam is the industry leader as one of the largest full-contents specialists in the restoration industry. Our robust business model at FRSTeam encompasses four (4) Main Revenue Streams in both a Residential and Commercial Setting:

1. Textile Restoration Services
2. Electronic Restoration Services
3. Content Services- both restoration as well as pack out, pack back and content manipulation.
4. Total Loss Inventory

### HOOKS & HANGERS

- Low Investment / High Margin
- Multiple Revenue Streams (Business-to-Homeowner & Business-to-Business)
- Minimal Staff Needed
- Year-round Opportunities
- Scalable Business Model
- Owner Primarily Markets, Builds Relationships and Manages the Business
- Recession Resistant Industry
- Unmatched Training and Support
- Quick Start-Up | Onboarding
- Owner needs to be active in business

### OUR SALES PROCESS

FRSTeam employs advanced strategies, tactics, & tools for converting qualified leads to Franchisees.

- Four (4) to Six (6) Week Interactive Discovery Process
- Business Overview Presentation
- FDD Released (Includes the Item 19)
- Meeting with FRSTeam’s President
- Franchisee Validation Calls
- Opportunity to visit a FRSTeam office location.
- Site Visit
- Confirmation Day

## CONFIRMATION DAY

Confirmation Day is an exciting, in-house, face-to-face meeting at the Empower Brands Headquarters in Richmond, Virginia. Prospects will meet with the leadership team and their FRSTEAM direct support teams for a high-level overview of each department. At the end of Confirmation Day, we will review any last-minute questions that the candidate may have regarding the franchise agreement. It is our goal to notify the candidate within 24 hours (of the Confirmation Day) if we are extending an invitation to be a part of FRSTEAM Franchise.

## PROSPECTS PERCEPTION

(What concerns may surface?)

The best position is to let FRSTeam Franchise handle the explanation of any key concerns a prospect might inquire about. One question that may come up is regarding the territory. The wonderful advantage to FRSTeam Franchise is that we do license EXCLUSIVE territories to our franchisees.



## FRANCHISOR STRENGTH

**Empower Brands Franchising, LLC is the Parent Franchisor of eight residential brands (Outdoor Lighting Perspectives, Conserva Irrigation, Superior Fence & Rail, Archadeck Outdoor Living, Koala Insulation, Bumble Roofing, Canopy Lawn Care, and Wallaby Windows). In addition, we have two commercial, sister brands (Jan-Pro International and FRSTeam). Our system is over 1,000 locations strong, with Royalty Self Sufficiency, Positive Cash Flow, Zero Debt, and Overall Franchisee Revenue Growth of year-over-year.**

**The team at Empower Brands brings years of combined experience in franchising and has specialized in franchisee success. Our Executive and Management Teams Consist of industry professionals with the knowledge and experience to grow our network of franchise brands.**

### **SCOTT ZIDE** | *CEO – Empower Brands Franchising, LLC*

Scott has been the Chief Executive Officer of Empower Brands since March 2022. Mr. Zide was also the President, COO and a Director of each of Archadeck, Conserva, and OLP from September 2021 to March 2022, and the COO of their predecessor, Outdoor Lighting Perspectives Holdings Corporation (“OLPHC”), from January 2007 to September 2011 and President of OLPHC from September 2010 to September 2021. Mr. Zide was also the Chief Operating Officer and a Director of Superior Fence from December 2021 to March 2022. From September 2008 to September 2021, Mr. Zide was also the COO of OLPHC’s parent, Outdoor Living Brands, Inc., and served as its President from September 2010 to September 2021, in Richmond, Virginia. Mr. Zide also served as the President and Chief Operating Officer of Outdoor Living Brands Supply Corporation from December 2010 to September 2021, and OLP Commercial Services from June 2010 to September 2021, in Richmond, Virginia. Mr. Zide has owned and operated an Outdoor Lighting Perspectives® business in Richmond, Virginia since March 2014. From December 2018 to September 2021, Mr. Zide also served as President, COO, and a Director of CI LLC and as AD Corp.’s COO from September 2009 to September 2021, and as its President and a Director from September 2010 to September 2021. From February 2009 until December 2018, Mr. Zide served as Mosquito Squad Franchising Corporation’s COO in Richmond, Virginia and as President and a Director from September 2010 until December 2018. From July 2012 to January 2020, Mr. Zide served as President and Chief Operating Officer of Renew Crew Franchise Corporation in Richmond, Virginia. Mr. Zide is based in Richmond, Virginia.

## **SCOTT SUTTON** | *Chief Development Officer*

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Scott has been the Chief Development Officer of Empower Brands since December 2022. From July 2021 to December 2022, Mr. Sutton was the Chief Growth Officer of Threshold Brands, LLC in Boston, Massachusetts. From August 2010 to July 2021, Mr. Sutton was VP of Business Development at Deluxe Corporation (d/b/a Safeguard Franchise Systems) in Dallas, Texas.

## **TOM WELTER** | *Group President, Residential*

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Tom has served as our Group President - Residential Brands since October 2022 in Glen Allen, Virginia. He has served as Group President of Archadeck, Conserva and OLP since October 2022, and as Group President of Superior Fence since October 2022. Prior to that, Mr. Welter served as Vice President - Northern Florida for FirstService Residential from August 2021 to October 2022 in Miramar Beach, Florida. Mr. Welter served as Chief Executive Officer for Clean Streak Ventures from February 2020 to January 2021 in Altamonte Springs, Florida. From November 2017 to January 2020 Mr. Welter served as Lift Brands Chief Operating Officer in Chanhassen, MN while holding that same role globally for operations in AMEA and APAC in with offices in Canada, UK, New Zealand and Australia. Mr. Welter served as Vice President of Franchising at J.D. Byrider from March 2010 to November 2017 in Carmel, Indiana.

## **HOLLY MURRY** | *Brand President*

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Mrs. Murry joined the Custom Commercial team in 1995. After working in its corporate and northwest offices, she moved to Colorado to oversee its operations in the southwest and expansion into southern California. She is currently the President of FRSTeam, LLC. And has held this position since the acquisition in 2020. Mrs. Murry helped form the FRSTeam franchisee during 2005 and is responsible for the growth and success of the brand from national accounts to operational excellence.

## **ANITA BERNARD** | *Franchise Administrator*

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Anita Bernard joined FRSTeam in 1995 as the office manager for the central office. She has worked her way up through all aspects of FRSTeam, from Customer Service Supervisor to Branch Manager. Moving to her current role as Franchise Administrator for the corporate office in 2012. In 2023, she added Franchise Development to her collection of professional hats and is excited to be part of the prospecting team.